

WHAT IS CLAIMED IS:

1. A video data reproduction apparatus comprising:

5 a selecting unit configured to select an object to be reproduced in video data contents and configured to obtain a corresponding object related data, the object related data being related to the object and including a start time at which the object appears in the video data contents;

10 a first acquisition unit configured to acquire the start time from the object related data; and

a reproduction unit configured to start reproducing the video data contents based on the start time.

15 2. The video data reproduction apparatus according to claim 1, further comprising a mask unit configured to mask a mask area except for the object.

3. The video data reproduction apparatus according to claim 2, wherein the mask unit comprises  
20 a second acquisition unit configured to acquire mask data, the mask data containing mask start time for masking the mask area and mask end time for masking the mask area.

4. The video data reproduction apparatus  
25 according to claim 1, further comprising a balloon unit configured to display such a balloon on the object.

5. The video data reproduction apparatus

according to claim 1, wherein the object related data further contains identification information for identifying the object, and the first acquisition unit acquiring the start time referring to the identification information.

6. The video data reproduction apparatus according to claim 5, wherein the start time and the identification information are prepared in each object.

7. The video data reproduction apparatus according to claim 1, wherein the reproduction unit comprises a second acquisition unit configured to acquire object data indicative of movement of the object.

8. The video data reproduction apparatus according to claim 7, wherein the object data contains shape data indicative of shapes of the object at a plurality of points in time during a certain period of time.

9. The video data reproduction apparatus according to claim 7, wherein the object data contains order data for determining an order in which a plurality of objects are superposed if the plurality of objects appear in the video data contents.

10. The video data reproduction apparatus according to claim 7, wherein the object data contains balloon data indicative of information related to a balloon image.

11. The video data reproduction apparatus according to claim 7, further comprising a waiting unit configured to keep the object data in a waiting state in which the object can be reproduced, the reproduction unit reproducing the object data kept in the waiting state, if the selecting unit selects the object.

12. The video data reproduction apparatus according to claim 1, wherein the reproduction unit comprises:

10        a second acquisition unit configured to acquire a present reproduction time of the video data contents; and

         a start unit configured to start reproduction of the object when the reproduction time reaches the start time.

13. The video data reproduction apparatus according to claim 1, further comprising:

         a designation unit configured to designate a space-time position in the video data contents, the space-time position being determined from a time and a position;

         a determination unit configured to determine whether or not the space-time position is positioned in the object; and

25        an execution unit configured to execute a particular processing if the determination unit determines that the space-time position is positioned

in the object.

14. The video data reproduction apparatus according to claim 13, wherein the execution unit executes the particular processing including jumping to  
5 a certain linked page.

15. The video data reproduction apparatus according to claim 13, wherein the execution unit executes the particular processing including a processing related to the object.

10 16. The video data reproduction apparatus according to claim 1 and associated with a server, further comprising:

a connection unit configured to connect the apparatus to the server which distributes display data  
15 related to a display of the video data contents;

a certification unit configured to perform a certification between the apparatus and the server;

a determination unit configured to determine whether or not the certification has succeeded;

20 a second acquisition unit configured to acquire the display data from the server if the determination unit determines that the certification has succeeded; and

a second determination unit configured to  
25 determine whether or not the display data should be certified.

17. The video data reproduction apparatus

according to claim 16, wherein the display data is at least one of the object related data, object data indicative of movement of the object, and mask data containing mask start time for masking a mask area and mask end time for masking the mask area.

18. Schedule data associated with an object which appears in video data contents, the object being reproduced by a reproduction apparatus, the schedule data comprising:

10 a start time at which the object appears in the video data contents.

19. The schedule data according to claim 18, further comprising identification information which identifies the object.

15 20. The schedule data according to claim 19, wherein the start time and the identification information are prepared in each object.

21. The schedule data according to claim 18, further comprising information which designates object data indicative of movement of the object.

22. The schedule data according to claim 21, wherein the object data contains shape data indicative of changes with time in a shape of the object.

23. The schedule data according to claim 21, wherein the object data contains order data which determines an order in which a plurality of objects are superposed if the plurality of objects appear

simultaneously.

24. The schedule data according to claim 21,  
wherein the object data contains balloon data  
indicative of a balloon image.

5        25. A video data reproduction method comprising:  
         selecting an object to be reproduced in video data  
         contents;

         obtaining a corresponding object related data,  
         the object related data being related to the object and  
10       including a start time at which the object appears in  
         the video data contents;

         acquiring the start time from the object related  
         data; and

         starting reproducing the video data contents based  
15       on the start time.

26. The video data reproduction method according  
to claim 25, further comprising masking a mask area  
except for the object.

27. The video data reproduction method according  
20       to claim 26, wherein masking the mask area comprises  
         acquiring mask data, the mask data containing start  
         time for masking the mask area and mask end time for  
         masking the mask area.

28. The video data reproduction method according  
25       to claim 25, further comprising displaying such a  
         balloon on the object.

29. The video data reproduction method according

to claim 25, wherein starting reproducing the video data contents comprises acquiring object data indicative of movement of the object.

30. The video data reproduction method according to claim 29, further comprising keeping the object data in a waiting state in which the object can be reproduced, starting reproducing the video data contents comprising reproducing the object data kept in the waiting state if the object is selected.

31. The video data reproduction method according to claim 25, wherein starting reproducing the video data contents further comprises:

acquiring a present reproduction time of the video data contents;

starting reproduction of the object when the reproduction time reaches the start time; and

32. The video data reproduction method according to claim 25, further comprising:

designating a space-time position in the video data contents, the space-time position being determined from a time and a position;

determining whether or not the space-time position is positioned in the object; and

executing a particular processing if it is determined that the space-time position is positioned in the object.

33. The video data reproduction method according

to claim 25, further comprising:

connecting the apparatus to a server which distributes display data related to display of the video data contents;

5 performing a certification between the apparatus and the server;

determining whether or not the certification has succeeded;

acquiring the display data from the server if it  
10 is determined that the certification has succeeded; and  
determining whether or not the display data should be certified.

34. A video data reproduction program stored in a medium which can be read by a computer, comprising:

15 means for instructing the computer to select an object to be reproduced in video data contents and obtain a corresponding object related data, the object related data being related to the object and including a start time at which the object appears in the video  
20 data contents;

first acquisition means for instructing the computer to acquire the start time from the object related data; and

means for instructing the computer to start  
25 reproducing the video data contents based on the start time.

35. The video data reproduction program according



to claim 34, further comprising means for instructing the computer to mask a mask area except for the object.

36. The video data reproduction program according to claim 35, wherein the masking instruction means  
5 comprises second acquisition means for instructing the computer to acquire mask data, the mask data containing mask start time for masking the mask area and mask end time for masking the mask area.

37. The video data reproduction program according  
10 to claim 34, further comprising means for instructing the computer to display such a balloon on the object.

38. The video data reproduction program according to claim 34, wherein the reproduction instruction means  
15 comprises second acquisition means for instructing the computer to acquire object data indicative of movement of the object.

39. The video data reproduction program according to claim 38, further comprising means for instructing the computer to keep the object data in a waiting state  
20 in which the object can be reproduced, the reproduction instruction means instructing the computer to reproduce the object data kept in the waiting state, if the selecting instruction means selects the object.

40. The video data reproduction program according  
25 to claim 34, wherein the reproduction instruction means further comprises:

second acquisition means for instructing the

computer to acquire a present reproduction time of  
the video data contents; and

means for instructing the computer to start  
reproduction of the object when the reproduction time  
5 reaches the start time.

41. The video data reproduction program according  
to claim 34, further comprising:

means for instructing the computer to designate  
a space-time position in the video data contents, the  
10 space-time position being determined from a time and  
a position;

determination means for instructing the computer  
to determine whether or not the space-time position is  
positioned in the object; and

15 means for instructing the computer to execute  
a particular processing if the determination means  
determines that the space-time position is positioned  
in the object.

42. The video data reproduction program according  
20 to claim 34, the computer being associated with a  
server, further comprising:

means for instructing the computer to connect the  
apparatus to the server which distributes display data  
related to a display of the video data contents;

25 means for instructing the computer to perform  
a certification between the apparatus and the server;

first determination means for instructing the

computer to determine whether or not the certification has succeeded;

second acquisition means for instructing the computer to acquire the display data from the server if  
5 the computer determines that the certification has succeeded; and

second determination means for instructing the computer to determine whether or not the display related data should be certified.

10 43. A video data reproduction apparatus which reproduces an object, the object being appearing in video data contents, the video data reproduction apparatus comprising:

a first acquisition unit configured to acquire  
15 schedule data which includes a start time at which the object appears in the video data contents;

a second acquisition unit configured to acquire the start time from the schedule data; and

a reproduction unit configured to start  
20 reproducing the video data contents based on the start time.

44. The video data reproduction apparatus according to claim 43, further comprising a mask unit configured to mask a mask area except for the object.

25 45. The video data reproduction apparatus according to claim 44, wherein the mask unit comprises a third acquisition unit configured to acquire mask

data, the mask data containing mask start time for masking the mask area and mask end time for masking the mask area.

46. The video data reproduction apparatus  
5 according to claim 43, further comprising a balloon unit configured to display such a balloon on the object.

47. The video data reproduction apparatus  
according to claim 43, wherein the schedule data  
10 further contains identification information for identifying the object, and the second acquisition unit acquiring the start time referring to the identification information.

48. The video data reproduction apparatus  
15 according to claim 47, wherein the start time and the identification information are prepared in each object.

49. The video data reproduction apparatus  
according to claim 43, wherein the reproduction unit  
comprises a third acquisition unit configured to  
20 acquire object data indicative of movement of the object.

50. The video data reproduction apparatus  
according to claim 49, wherein the object data contains  
shape data indicative of shapes of the object at  
25 a plurality of points in time during a certain period of time.

51. The video data reproduction apparatus

according to claim 49, wherein the object data contains order data for determining an order in which a plurality of objects are superposed if the plurality of objects appear in the video data contents.

5           52. The video data reproduction apparatus according to claim 49, wherein the object data contains balloon data indicative of information related to a balloon image.

10           53. The video data reproduction apparatus according to claim 49, further comprising a waiting unit configured to keep the object data in a waiting state in which the object can be reproduced, the reproduction unit reproducing the object data kept in the waiting state.

15           54. The video data reproduction apparatus according to claim 43, wherein the reproduction unit comprises:

20           a third acquisition unit configured to acquire a present reproduction time of the video data contents; and

          a start unit configured to start reproduction of the object when the reproduction time reaches the start time.

25           55. The video data reproduction apparatus according to claim 43, further comprising:

          a designation unit configured to designate a space-time position in the video data contents,

the space-time position being determined from a time and a position;

a determination unit configured to determine whether or not the space-time position is positioned in  
5 the object; and

an execution unit configured to execute a particular processing if the determination unit determines that the space-time position is positioned in the object.

10 56. The video data reproduction apparatus according to claim 55, wherein the execution unit executes the particular processing including jumping to a certain linked page.

15 57. The video data reproduction apparatus according to claim 55, wherein the execution unit executes the particular processing including a processing related to the object.

20 58. The video data reproduction apparatus according to claim 43 and associated with a server, further comprising:

a connection unit configured to connect the apparatus to the server which distributes display data related to a display of the video data contents;

25 a certification unit configured to perform a certification between the apparatus and the server;

a first determination unit configured to determine whether or not the certification has succeeded;

a third acquisition unit configured to acquire the display data from the server if the determination unit determines that the certification has succeeded; and

5 a second determination unit configured to determine whether or not the display data should be certified.

59. The video data reproduction apparatus according to claim 58, wherein the display data is at least one of the schedule data, object data indicative  
10 of movement of the object, and mask data containing mask start time for masking a mask area and mask end time for masking the mask area.